

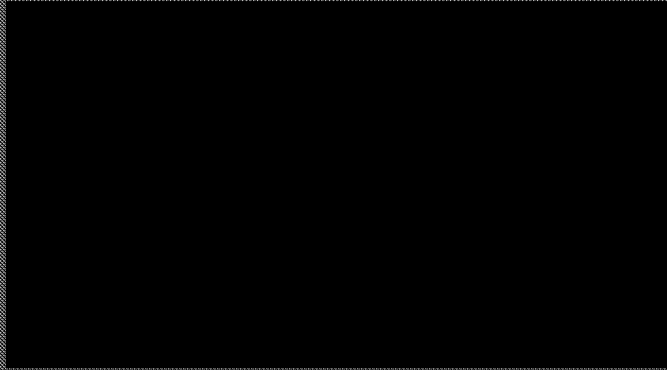
AMENDED Exhibit 454

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation



PR Rollout of TikTok's "Trust & Safety" Priorities in Targeted States

Campaign Summary Report April – June 2020

For: TikTok Washington, DC
Date: 07.07.20

CAMPAIGN REPORT

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CAMPAIGN REPORT

OVERVIEW

The following campaign summary is a compilation of secured earned media and grassroots activities for TikTok's "trust & safety" and COVID-response messaging rollout (Phase One). The campaign began on April 15th and concluded on July 1st – although Narrative Strategies continues to track pending deliverables with the objective of securing any remaining earned media placements.

Media and local stakeholder engagement occurred in 12 targeted states that were deemed important from a government relations perspective (states where there is overlap of key congressional committee membership):

- ✧ Connecticut
- ✧ Illinois
- ✧ Mississippi
- ✧ Missouri
- ✧ New Jersey
- ✧ New York
- ✧ Rhode Island
- ✧ South Carolina
- ✧ Texas
- ✧ Utah
- ✧ Washington
- ✧ Wisconsin

We leveraged the voices and expertise of [REDACTED] (primary spokesperson), select TikTok leaders for content and programming, as well as local "grassroots" stakeholders who provided third-party validation of the app's new safety features and corporate social responsibility (CSR) investments.

The profiles of grassroots stakeholders were varied and included parental groups, educators, public safety officials and local elected leaders. In addition, we worked with TikTok partners including the National PTA, After School All-Stars (ASAS), and the CDC Foundation to blend CSR messaging with our primary "trust and safety" thrust.

A breakdown of the campaign's deliverables is as follows:

Deliverable Type	Number of Deliverables
TV & Radio Broadcast Interviews	14 Segments Aired
Digital & Print Articles	10 Published / 2 Pending
Editorials & LTEs	15 Published / 7 Pending
Blog Posts	3 Published
Social Media Commentary/Promotion	10 Published
Lawmaker Letters	15 Signed & Sent

CAMPAIGN REPORT

State	Breakdown of Deliverables
Connecticut	1 Broadcast Interview / 1 Web Article 1 Print Article Pending / 1 Editorial Pending
Illinois	1 Broadcast Interview / 1 Web Article 2 Editorials / 3 Social Promotions 3 Lawmaker Letters
Mississippi	2 Broadcast Interviews / 1 Web Article 1 Social Promotion / 1 Editorial Pending
Missouri	1 Broadcast Interview / 1 Web Article 2 Editorials Pending
New Jersey	2 Editorials / 4 Lawmaker Letters 1 Editorial Pending
New York	3 Editorials Pending
Rhode Island	3 Broadcast Interviews / 1 Web Article 1 Social Promotion
South Carolina	3 Broadcast Interviews / 1 Editorial
Texas	7 Editorials (syndication hits) / 2 Blog Posts 2 Social Promotions
Utah	1 Editorial / 1 Web Article 1 Web Article Pending
Washington	1 Broadcast Interview / 1 Editorials 1 Blog Posts / 3 Social Promotions 4 Lawmaker Letters / 1 Web Article Pending
Wisconsin	2 Broadcast Interviews / 1 Web Article 4 Lawmaker Letters
DC/National	2 Web Articles